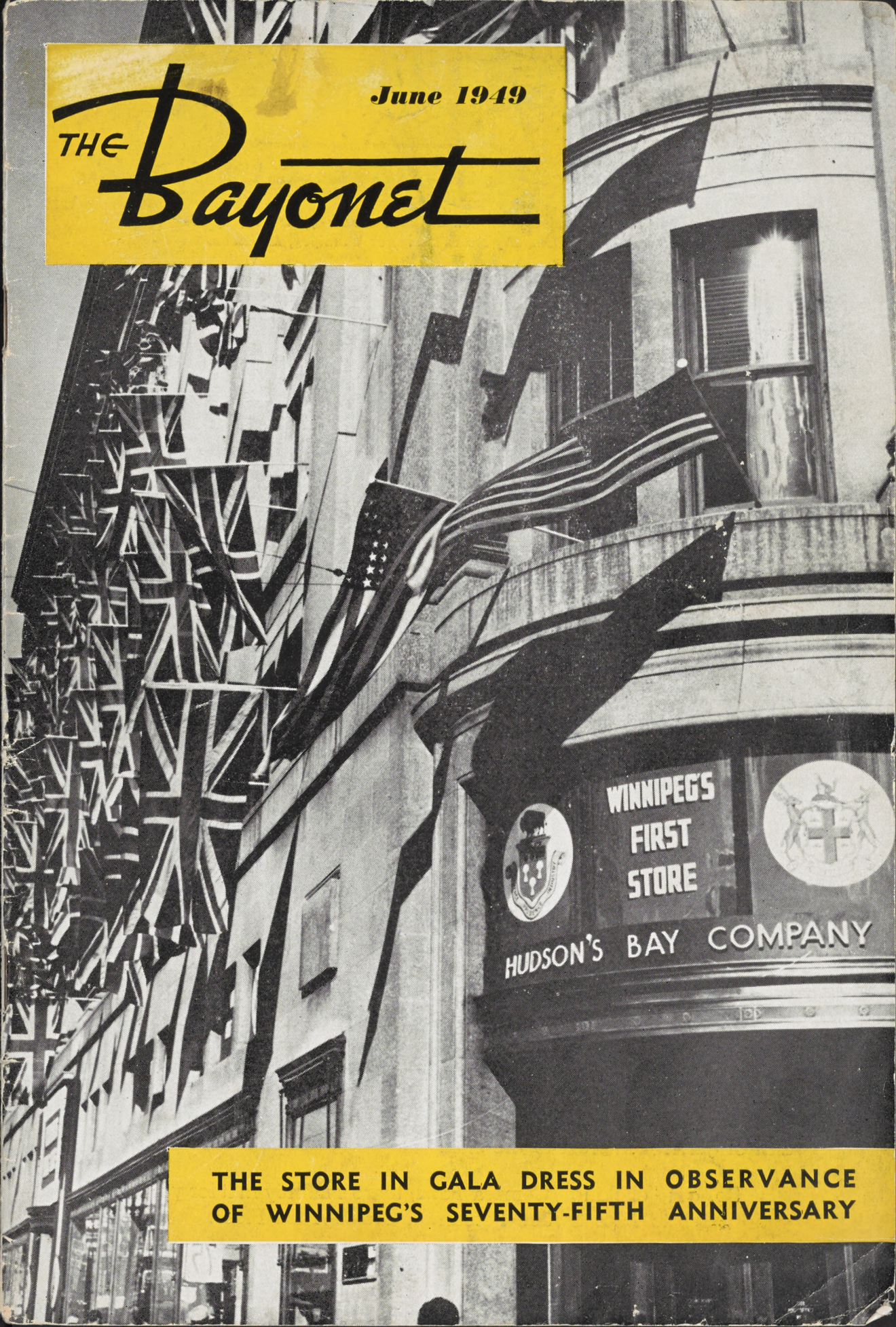


*THE*  
**Bayonet**

*June 1949*



**THE STORE IN GALA DRESS IN OBSERVANCE  
OF WINNIPEG'S SEVENTY-FIFTH ANNIVERSARY**



# THE Bayonet

*A Quarterly Magazine published in the interests of the Staff of the  
Hudson's Bay Company Retail Store, at Winnipeg, Manitoba.*

**Editor, T. F. REITH   Associate Editor, LILLIAN SWEET   Photographs, PAUL HUNTER**  
Assisted by contributors and Reporters from the Staff.

JUNE, 1949

VOL. 14, No. 3

WITH THIS ISSUE The Bayonet you have known for ten years, takes on a new look. It is presented in a larger format which we hope will prove more impressive and interesting.

In compiling this magazine, your editors intend to retain the character of the Bayonet which they believe has proved so acceptable in the past; that is, to feature articles of general interest to the staff . . . with plenty of pictures and timely news items.

Contributions from members of the staff will be gratefully received, and we ask your co-operation in making your quarterly publication bigger and better than ever! We take this opportunity to thank those employees who have supplied articles, write-ups and news items so willingly in the past. To all the staff we say . . . let us know how you like the change . . . and if you have any suggestions for improvements please tell us and every consideration will be given to your ideas.

*Your Editor.*

## Money For Holiday Pictures

As in past years, the Bayonet will publish a collection of "holiday snaps" in the Fall issue . . . and offers prizes for the best submitted by readers. This year we will pay \$5 for the best picture received, \$3 for 2nd best, \$2 for 3rd best, and five consolation awards of \$1 each.

We want clear, sharp pictures of scenery and wild life in town or country and of people we know . . . gardening, loafing, playing, picnicing, travelling, sightseeing . . . any picture with a vacation slant to it and of general interest to the staff.

So, get "clicking" Camera Fans; there's money in it for you. Send your snaps to Miss Sweet, Personnel Office. Fifth Floor.



\$25  
5A

# Congratulations, Governor's Club Winners!



Mr. Hugh McCaffrey, in Major Appliances since 1946. Has been with the store 21 years.



Mrs. M. Runcie started in Women's Coats and Suits in 1947. Very popular and efficient.



Mrs. I. Jones has been with the store 11 years . . . all that time in the Sleep Shop.

Here are the three top salespeople who have won the trip to Vancouver this year. They'll be leaving the second week in July for a full week of travel and entertainment out West. With all expenses paid, of course. Judging by their smiles they are looking forward to a grand time. "It was a real surprise to me" said Hughie McCaffrey when told the news "I thought I had just lost out." Mr. Carey informed him it was his last-month-rush that put him over the top, so you see it pays to keep on punching right to the end. Mr. McCaffrey was the leading salesclerk in group "A" and also topped the whole store, Mrs. M. Runcie led group C, and Mrs. I. Jones led group B.

We believe this is the first time that the winners have come from the first three groups.

Hearty congratulations to all three winners, we hope you enjoy every minute of your holiday.

To the other leaders with the highest sales volume in their groups we say "Well Done! Keep Trying, it may be your turn next year!"

Class D—Miss A. McDonald.....Jewelry

Class E—Miss L. Melnyk.....Teeners' Shop

Class F—Miss K. Landers.....Cameras

Class G—Miss V. Young.....Drugs

Class H—Miss O. Firman.....Tea Time Dainties

## THIS IS HOW THE WINNERS ARE DECIDED

Salespeople are grouped into eight classifications, each one denoting a range of anticipated sales volume. The average sales in each group are calculated and then the percentage by which each leader's sales exceed the average of his group. The three salespeople who have the highest percentage above their group average are declared the winners and are awarded the trip.



## "FRIENDLY" EMPLOYEES BANQUETED



*Group of winners at friendliness and service campaign dinner and entertainment.*

On Tuesday, April 19th, the management entertained 120 employees at dinner in the Georgian Room . . . the occasion being the wind-up of a successful Friendliness and Service Campaign among the staff. Those present were the winners . . . chosen by their associates as the "Friendliest Persons" in different sections of the store.

Mr. R. S. Carey presided and had as supporters at the head table Messrs. A. J. Gilbert, Brock-Smith, A. Murray, Mrs. M. Harris, Mrs. I. Yates, and guest speaker R. D. Guy, Jr.

This campaign had been planned to stress the importance of Friendliness and Courtesy in dealing with our customers, and to establish a platform to be adopted by the store from planks submitted by each department.

Mr. J. L. Wilkinson of the Men's Shoe Department, on behalf of the staff, read the winning department planks and pledged whole hearted support to management in this undertaking.

Mr. A. J. Gilbert thanked Mr. Wilkinson and all the staff for their interest in the campaign. He distributed cash awards to representatives of the three departments whose platforms had been judged the best . . . Mrs. E. Finch, Gown Shop; Mr. W. Jones, Luggage; and Miss P. Ribonek, Receiving and Marking Room.

Mr. R. D. Guy, Jr. was heartily applauded for a witty and interesting talk on The Customer's Point of View.



The rest of the evening was in the capable hands of Mr. Brock-Smith who M.C.'d some amusing skits, a prize draw and entertainment by our Ralph Franklin and the "Three Hayseeds."



*Mrs. E. Finch receiving 1st prize won by Gown Shop.*



## Beaver Club's Annual Spring Dance

Two big ballrooms at the Royal Alexandra Hotel were taken over by 1200 store employees and their friends the night of May 3rd, the occasion being the Beaver Club's Spring Dance. It was a memorable evening of good fellowship and the hard working Beaver Club executive deserve our sincere thanks. Some of the merrymakers pose for the Bayonet Camera.



# The 12 Planks that make Up The Store's Friendliness, and Courtesy Platform

1. We will endeavour to create an atmosphere of good-will by giving prompt, courteous and expert service and by following every transaction through to the satisfaction of the customer.

2. We will remember that true courtesy extends to fellow employees as well as to customers, and we will give full co-operation to those with whom we work.

3. We will endeavour to "sell" our merchandise, not merely take orders for it. In other words we shall continue our advertising right inside the Store, by giving full and accurate information on merchandise at the point of sale.

4. We will show as much courtesy to the dollar customer as to the ten dollar customer.

5. We will handle all complaints and adjustments as we do any other transaction, in a friendly and obliging manner. Buy customers must be satisfied.

6. We will have a thorough knowledge of locations of merchandise and departments and of Store Services so that we may at all times give accurate and friendly answers to all enquiries.

7. We will answer telephones promptly and pleasantly, giving customers a complete mental picture of merchandise and closing the transaction cordially.

8. We will take care of our stock and equipment so well that other members of the staff will enjoy working in our section.

9. We will confine any criticism, constructive or otherwise to the Store, and act as ambassadors of goodwill for the Company, upholding the prestige and dignity of our Store at all times.

10. We will do everything in our power to assist newcomers to our departments, keeping in mind that at one time we were also newcomers.

11. We will make no promises which we cannot keep and follow through on any promise we do make. We shall consider a promise made to be a promise kept.

12. We will live, not only to the letter, but to the spirit of all our policies and rules to make our business run more smoothly and our work easier.



## Alexis Smith Receives Birthday Gifts!

Right in the midst of Winnipeg's 75th Birthday celebration, one of the city's honoured guests marked her birthday, too; namely Alexis Smith, popular movie actress.

At an informal reception in the Georgian Room, Alexis was the recipient of a Hudson's Bay Point Blanket coat, presented to her by Mr. A. J. Gilbert, on behalf of the Store. A special birthday cake was baked in her honour by our bakery staff.



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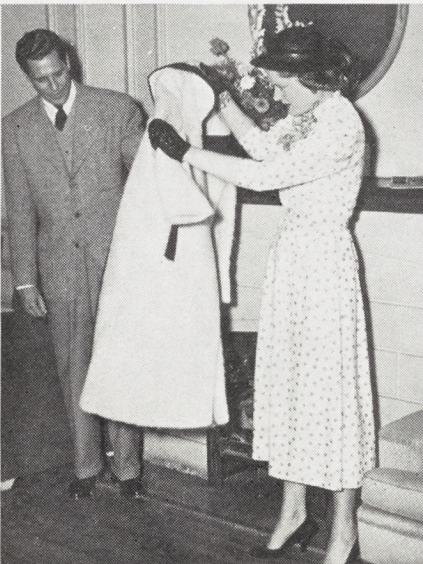


3

"This is the most wonderful birthday I have ever had. I shall always remember this city. Its people have been so good to me!" said Alexis on receiving her gifts.

Prior to the birthday tea, Miss Smith and her husband, Craig Stevens toured the store and shopped in several departments. Before cutting her birthday cake, Alexis was given a compact, engraved with the city of Winnipeg's crest, presented by Mayor Coulter.

Guests at this pleasant Jubilee affair were Mayor and Mrs. Garnet Coulter, Mr. and Mrs. A. J. Gilbert, Mr. Charles Potter, Mr. Brock-Smith and other store officials.



4

1—Shopping in the Piece Goods: F. Spiller, Alexis, Craig Stevens, and W. Gargan.

2—Mrs. Stephens, waitress, helps Alexis cut her Birthday Cake.

3—Presentation of engraved compact from City of Winnipeg.

4—Alexis Smith and Craig Stevens admire the handsome "Point" Blanket Gift Coat.



# WHAT WOULD YOU DO WITH \$10,000?

Andy Young worked in the Receiving and Marking room of the Winnipeg Store. Six months ago he retired. At Christmas he sent a letter to his old friends and colleagues to wish them well during the New Year. By chance we saw what he wrote. Andy began "Just a note to thank you and the Company, through you, for your kindness to me in the last six months. It has been gratefully received, also for the retiring allowance which was very generous." We stopped there.

Andy had set us to thinking—that some day we, too, would retire. In mulling this over in our mind we realized we had done very little. As a matter of fact, to be frank, we had done nothing at all to provide for old age. It was, we said to ourselves, time for action. After all we weren't getting any younger and the more we dilly-dally the less we'll have later. Fresh with our resolve to do something, we arranged for an interview with Personnel.

What did we want to know? Two things. What we could expect from the Company and what plans we could personally adopt.

## THE COMPANY'S PART

The Company will pay us a retirement allowance. If, at the age of sixty-five, we have worked for the Company for twenty years or more, we will receive an allowance based on our years of service and the amount of our last month's pay. The minimum an employee can get is 50% of his final pay cheque multiplied by twenty. If he has worked longer than 20 years he gets more because for each additional year, to a maximum of twenty, he receives an additional 1%.

In our case, Personnel explained, if we did not receive another cent in salary until we were sixty-five—we're making \$200.00 a month now—we will receive \$3,600.00. How did they calculate it? Simple. At 65 we'll have worked for the Company 30 years. That means that our allowance would be 60% of our last month's pay multiplied by 30.

The \$3,600.00 will be ours with no strings attached. We can ask that it be paid in a lump sum or in monthly instalments over a period of years.

If we take it in a single payment we can invest it in bonds, in a business or buy up an annuity from the Dominion Government or an Insurance Company.

We asked if we could count on the allowance. It is, Personnel said, a definite undertaking of the Company which it will honour as it does all its contracts. The Company is paying to an employee the same amount of money under its plan as it would contribute to that employee's account in a formal pension scheme. Actually, it is more, because it is based on the final monthly salary and this compensates for the interest which the company's con-



Mr. Andrew Young

tribution would earn in a contributory pension fund.

Personnel then asked us what we were doing? What our personal savings program was? Assured that our reply would be held in the strictest confidence we told them. "Nothing." As we answered we felt that we had been letting ourselves and family down. Just as we suspected the night before when we read Andy Young's letter.

## ART OF SAVING

The art of saving is quite a thing, and profitable. We learnt that even people who are members of a contributory pension scheme must save. Each month a percentage of their salary is deducted and placed in the fund. They aren't getting something for nothing.

Personnel offered to help us develop a plan of our own. We accepted.

First they told us how we could invest our savings—annuities, bonds, staff savings accounts. The last interested us. The rates of interest are very generous, better than that of banks or of government bonds, or those paid by government or insurance companies on annuities. And by a considerable margin. That's not all. If the money is left in the staff savings account, you earn interest not only on the money you have put in but also on the interest which accumulates each year. Compound interest, the accountants and economists call it.

There is a girl, for instance, earning \$150.00 a month who saves \$25.00 a month. An annuity she has purchased costs her \$15.00 a month and will give her a monthly income for life at the age of 55 of \$35.00. The other \$10.00 is deducted from her salary at her request and placed to her credit in a staff savings account. In 30 years, on her sixtieth birthday, she'll have put in that account \$3,600.00 actual cash,



but, thanks to current interest rates, her balance will be \$7,320.00, enough to buy an annuity of \$48.00 a month. At 60 her retirement allowance—at her present salary—will be \$2,700.00. So on her retirement this girl will have an income of \$83.00 a month, and \$2,700.00 in cash to invest or spend as she wants. Actually over \$10,000 in cash plus her \$35 a month from her annuity.

And there is a man earning \$240.00 a month who has developed a plan for himself. In his staff savings account he deposits \$15.00 a month which he intends to let accumulate until he reaches the age of retirement. Besides this he invests \$120.00 a year in an annuity which will pay him \$40.00 a month for life. As protection for his family he carries a small amount of life insurance. On his sixty-fifth birthday, at current interest rates, the balance in his staff savings will be \$10,980.00. His retirement allowance, after 40 years' service at even his present salary, will be \$6,720.00 giving him a total capital of \$17,700.00. Not bad on an annual savings of approximately 10% of his salary.

#### DEVELOP A PLAN

Several other cases were given. We listened intently. At the finish we asked what we should do. When you're home tonight, we were told, figure out how much you can save without crippling your budget; then develop a plan from the infor-

mation you now have, taking into account your family and personal needs. If you decide, Personnel said, to open a staff savings account, with deductions to be made from your pay cheque, arrangements would be made.

Just before we left, Personnel reviewed our talk. The Company, they said was doing its part. The retirement allowance, they explained, was better in many ways than a contributory pension scheme because it was more flexible, better geared to meeting changing economic conditions. And, they said, the Company has been doing just that during these last few years of high living costs, by giving special consideration to the abnormal conditions. That couldn't be done under any other scheme. And there is the personal angle. A person isn't tied down under the retirement allowance plan. He can provide for his retirement according to his own needs. The money he will have on retirement will be his own to do what he wants with it.

Now I have a plan. I couldn't afford to save more than 5% of my salary — just about what I would have deducted from my salary under a contributory pension plan. With my savings I'm buying a government annuity to pay me \$50.00 a month for life, and placing \$5.00 a month in my staff savings account. And my plan is flexible. I can add to it as my pay increases and my responsibilities change.



#### Pensioner's Club Members and Wives at May Tea in the Store

Left to right—(back row) Mr G. Wedlock, Mr. J. Aulis, Mr. W. Jones, Mr. M. Smith, Mrs. W. Blake, Mr. P. Godey, Mr. A. Young, Mr. W. Blake, Mr. P. Harrison.

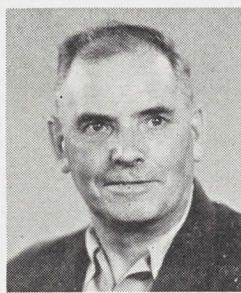
Left to right—(front row) Mrs G. Wedlock, Mrs. J. Aulis, Mrs. J. Loudon, Miss C. Sargeant, Mrs. A. Young, Mrs. M. Martin, Miss E. Pratt.



# LONG SERVICE AWARDS



T. H. Parker



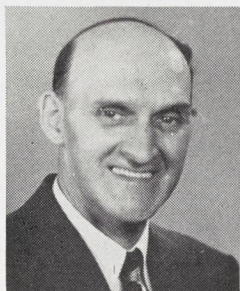
R. Bell



A. McDonald



W. Burleigh



W. McMordie



J. D. Connors



Miss M. Agnew



R. S. J. Hamerton

April	Speers, J.	Night Staff	20 yrs.
April	Parker, T. H.	Draperies	20 yrs.
April	Sinclair, E.	Delivery	10 yrs.
May	Evanecke, S.	Coal Dept.	15 yrs.
May	McDonald, A.	Receiving Yard	20 yrs.
May	Burleigh, W.	Delivery	20 yrs.
May	McDonald, W. L.	Delivery	15 yrs.
May	Bell, R.	Furniture Stockroom	20 yrs.
May	McMordie, W.	Night Staff	20 yrs.
May	Clarke, Miss M. J.	Library	10 yrs.
June	Clarke, R. H.	Delivery	30 yrs.
June	Connors, J. D.	Basement Wos. Wear	15 yrs.
June	Agnew, Miss M.	Restaurant	20 yrs.
June	Ferne, G.	Delivery	30 yrs.
June	Hamerton, R. S. J.	Home Planning and Decorating	20 yrs.
June	Travis	Men's Wear Alter.	30 yrs.
June	Scott, J.	Delivery	30 yrs.

## "Pennies From Heaven"

—but better still, dollars and extra holidays come to Bay employees for long and faithful service . . . here's what they get:

### 15 YEARS OF SERVICE:

\$50.00—1 week extra holidays with pay in 15th year.

### 20 YEARS OF SERVICE:

\$75.00—1 week extra holidays with pay each year.

### 25 YEARS OF SERVICE:

\$100.00—1 week extra holidays with pay each year.

### 30 YEARS OF SERVICE:

\$200.00—1 week extra holidays with pay each year.

### 35 YEARS SERVICE:

\$300.00—2 weeks extra each year.

### 40 YEARS OF SERVICE:

\$400.00—2 weeks extra each year.

And of course there's the extra discount on purchases as their years of service increases . . . which means substantial savings every year.



# 90 YEARS OF DELIVERING THE GOODS

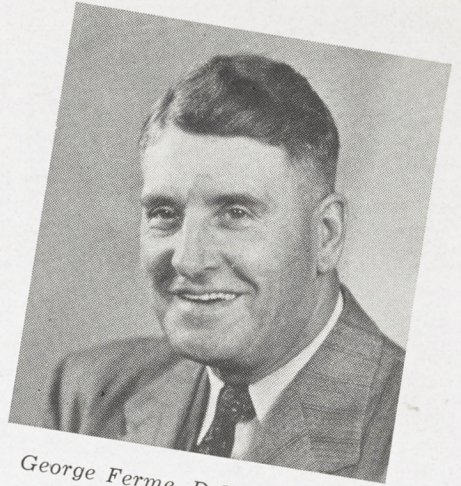
By ANDY GIBB

**GEORGE FERME, (30 Years)** has played many parts in store life, among them being an important role in helping to organize the delivery system when we opened this store. He has been a tower of strength for many years in curling circles, having acted as President, Secretary and Treasurer of the Store league. For two years, 1938-39, George held the important post of President of the Beaver Club.

Mr. Ferme's entire 30 year's service has been spent in the Delivery Department.

It is interesting to note that many of our younger department managers, supervisors and assistants began Bay Service under Mr. Ferme's wing. He remembers them all and likes to think that they got their start on successful Store careers down in the Delivery.

George enjoys a game of bowling, he likes to travel and is also a keen gardener. Best wishes, Mr. Ferme, for further happy and healthful years with the Bay.



*George Ferme, Delivery Supt.*

**JOE SCOTT, (30 Years)** began his service 30 years ago this June at the Old Main Street Store as a deliveryman driving a horse wagon. Routes were a lot larger in the early days and for a time Joe was a familiar sight in East and West Kildonan, Elmwood and Transcona. He followed this with 20 year's service on the East Kildonan suburban route.

Joe was born in Glasgow, Scotland, and came to Canada about 40 years ago. He is very modest about his early accomplishments but we do know he was a star goalkeeper with United Weston and Scottish, two of the city's leading soccer clubs.

Joe Scott takes a keen interest in most sports and in Winter curls a canny game in the Store League!

Our best wishes Joe for a full measure of health and happiness in your future.

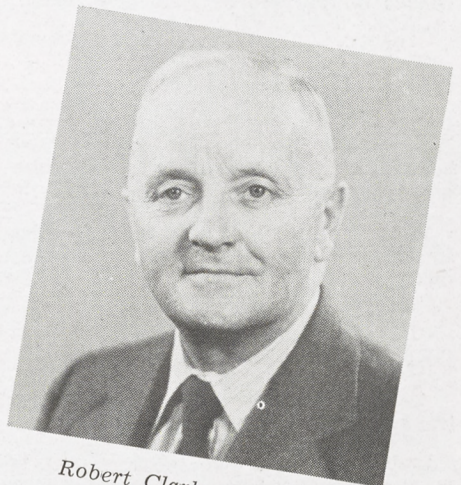


*Joseph Scott, Delivery*

**BOBBY CLARKE, (30 Years)** can tell you how he operated one of a fleet of three electric trucks the Bay employed to augment its horse and wagon service nigh on thirty years ago. Bobby has spent all his time in the Delivery, covering nearly every route in the city. Only in the last few years has he been transferred to indoor delivery work such as routing.

Bobby was born in County Donegal, Ireland, and came as a venturesome boy of 16 to Winnipeg. Shortly afterwards war broke out and he joined the 43rd Camerons, part of an assault division, so that he saw service in some of the war's greatest battles, such as Ypres and Passchendaele. On his return to Winnipeg he entered Bay service.

Much of Bobby's leisure time is occupied in caring for the little cottage he owns in West Kildonan.



*Robert Clarke, Delivery*



# Congratulations Max, On 30 Years Service!

By ANDY GIBB



Max Travis has been plying thread and needle for the Bay for thirty years. He began with Furs in the Old Store, as well as Ladies' Tailoring and Custom Tailoring before landing in Alterations.

Max is full of surprises. In 1941 he joined the Winnipeg Light Infantry Reserve unit and still regularly attends parades as well as going to camp two weeks each summer. He's a real marksman and shoots with a made-to-measure rifle. The Unit's rifle team, of which he is a member, won several inter-service competitions. Although shooting is his main hobby, Max gardens, an art he learned from his father who is 101 years old this June and still an active man.

Max has three daughters, two married and one in University. He's by no means an old man, and since longevity is hereditary he has much still in store. Max is quick of speech and cheery of demeanour. Good luck with your "seams" Max, for years to come!

## NEWS FROM THE BUSY BAY BASEMENT

### DEPARTMENT 306 AND 750

A dinner was held Monday, June 9th, at Moores Restaurant in honour of **Mr. Jack Connors** and his fiancée **Miss Jean McLean**, formerly of Department 314. **Mr. Larry O'Grady** presented the happy couple with a torchiere lamp on behalf of fellow workers.

Jack and Jean were married Saturday, May 14th. They have now returned from a two week's honeymoon and Mr. Connors is back on the job. Our sincere good wishes for long and happy years together Mr. and Mrs. Connors!

**Miss Meryle Blaikie** has been transferred to Women's Suits and Coats, 3rd floor. Sorry that you've left us Meryle but best wishes for success in your new work!

### DEPARTMENT 314

Best wishes for a speedy recovery are extended to **Miss Laura Mason** who has been away ill in the hospital but who is now at home convalescing.

We extend a sincere welcome to **Miss J. Lancaster** and **Miss F. Porteous** who have joined us in Department 314.

### DEPARTMENT 304

A sincere welcome to **Miss E. Marks** transferred to 304 from the elevators.

May success and happiness go with **Mrs. K. Hannon** and **Miss G. Dominique**. The former has been transferred to the Wo-

men's Coats and Suits, 3rd floor . . . the latter to Gloves and Handbags, Main Floor.

### DEPARTMENT 318

Best wishes to **Leonard Friesen** and wife Betty who have left to take up a new life in Mexico. Write and tell us how you succeed, Len!

We hope the following newly-weds find lots of luck and happiness in their future . . . **Irene Pearson** who became Mrs. Ray Manson on June 4th, and **Margaret Moroz** who was married to Mike Nykluk on June 30th.

### DEPARTMENT 326

Congratulations to **Mr. A. Clawson**, on his promotion to be our Assistant Department Manager.

We are sorry to say farewell to **Miss Jean Smith**, who has been transferred to Hardware Office. Our best wishes, Jean!

We welcome **Miss Shirley Parfitt**. Hope you'll enjoy your work with us!

### JOLLY CANUCK

A warm welcome is extended to **Mrs. Lilly Freill** transferred from the Beaver Club to Jolly Canuck, and **Mrs. Marie Fulton** who is from the Snack Corner. Our gals really get around.

A hearty welcome to the following newcomers . . . **Mrs. Betty Verville**, **Miss Nellie Zanewick**, **Miss Victoria Bly**, **Mr. Lew. Lambert**, **Mr. Jerry McTaggart**.



## Personality Sketches Of Popular People



No. 11—KAY ALBERTSON

One of our fellow workers who has outstanding talent in Miss Kay Albertson, salesclerk in the Sportswear department.

We learned that her ambition is to be a concert singer and we'll call a long shot right now and say that Kay will certainly realize her ambition.

She spends four nights a week studying voice, piano and language under John McTaggart. All of the songs must be committed to memory and they may be written in either German, French or Italian. Sounds easy, doesn't it?

Last spring Kay performed with success on a CBC Recital.

In the 1949 Manitoba Musical Festival, Kay carried off honours in the Bach Sacred Solo and the Operatic class.

This fall, she will be auditioned for the York Knitting Mills "Singing Stars of Tomorrow" program.

All these activities do not leave much time for business study, yet Kay has successfully completed the Preparatory Merchandising Course this year.

Bouquets to you Kay, keep up the good work!



No. 12—FRANK JACKSON

The subject of our sketch, Frank Jackson is a striking illustration of a man perfectly cast for his occupation of 'Chef'. Frank is rotund of build and genial in disposition. He joined the store 20 years ago and has spent most of his service in the kitchens of the Georgian Room.

During the late war, Frank served as Flight Sergeant Chef with the R.C.A.F. and claims he never once served the boys powdered eggs.

Seriously though, he must have been an excellent Chef, because when he left the R.C.A.F. a special dinner was given in his honour and he was presented with a wallet well filled with money.

Frank considers a game of golf an excellent form of relaxation. He is a member of the hole-in-one club having scored an ace in 1947. With summer vacation approaching, we certainly envy Frank. He belongs to the Patrol team of the D.O.K.K.'s who are attending a national convention in California and competing in a precision drill contest.

Frank is a diligent worker in our Beaver Club and this year was chosen president. Best wishes, Frank for many more years with the Bay!



# Gorgeous Floats in the Anniversary Parade . . . "First



Black Feet Indians passing the Big Birthday Cake.



Colorful visitors in Full Tribal Dress



The Blossom-bedecked Japanese Float drew rounds of applause.



W Percy White and Indians chat in M



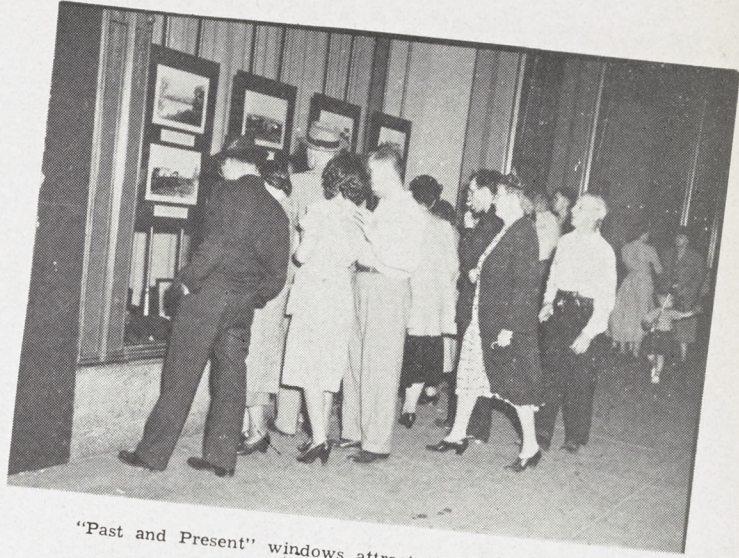
Outstanding Float of United Ukrainians.



American High School



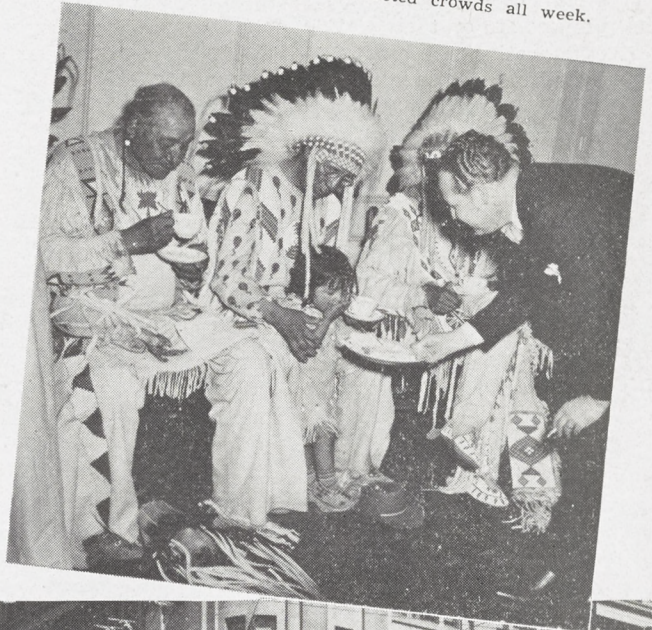
# "Past and Present" Bay Customers tour the Store and enjoy Tea Party



"Past and Present" windows attracted crowds all week.



Chief Simon Big Snake thanks the Bay for its hospitality.



Right: A Paleface (C. Potter) offers cake to a little papoose.

useum.



Majorettes "Stole the Show"



Chinese Winniepggers and their splendid float.



# KNOW YOUR STORE

## WINNIPEG STORE RADIO 'BEAMS'

By INGA GISLASON

"The Hudson's Bay Company, Your Store of Shopping Satisfaction presents your Bay Shopping Reporter!"

With this introduction, the popular 'Bay Shopping Reporter' radio program over CKRC — with up-to-the-minute Shopping news is 'beamed' into hundreds of homes in rural and urban Manitoba at 11.15 a.m. daily, except Sunday.

This is one of four Bay-sponsored radio programs that are broadcast daily at various times from 7.30 a.m. to 6 p.m. Owing to these programs being 'aired' either during store hours or while employees are on their way to, or from work, comparatively few ever hear these broadcasts and consequently have a meagre knowledge of the store's radio advertising activities.

All four programs publicize store merchandise and services and function as a valuable supplement to newspaper advertising. In case of publicizing urgent messages and events, perishable merchandise and so forth, radio serves to great advantage and is used for this purpose very extensively. All radio material is prepared in the Advertising Office, then submitted to radio scriptwriters for radio presentation. In order to get better acquainted with how the store advertises 'over the air waves' here is a brief outline of each of our four radio programs:

**CKRC**—Started in May 1943 featuring a 5-minute newscast at 7.30-7.35 daily with a 1-minute commercial before and after the news.

**CKRC SHOPPING REPORTER** — A 15-minute broadcast, first "aired" in November 1945. A chatty, informal type of program is form of a dialogue — a male and female voice featuring "Dorothy Hudson" the Bay Shopping Reporter who keeps her listeners informed on "What's new at the Bay". Miss "Hudson" visits the store each morning for material for these broadcasts and features three departments daily.



*The Bay Shopping Reporter,  
known as Dorothy Hudson.*

**CJOB NEWSCASTS**—Begun in November 1947 a 5-minute newscast. It is broadcast at 2 p.m. daily with a 1-minute commercial before and after the news.

**CKSB NEWSCASTS**—This broadcast goes back to 1947—a daily newscast at 6 p.m. with a 1-minute commercial before and after the news. Broadcast in French over the French-speaking station in St. Boniface, Manitoba.

**COMMUNITY CLUB PROGRAM**—The store in co-operation with Community Clubs of Greater Winnipeg, sponsors a weekly half hour program from September until March, 'beamed' to Teeners and Juniors. Except for a brief commercial, this broadcast features news of Community Clubs' activities and presents talented local vocalists and instrumentalists. At the end of the season, the store awards a 'talent trophy' and prizes for the best performers during the season.

**OUR CHRISTMAS CHOIR** — Singing a program of carols from the mezzanine steps on the Main Floor of the store has been heard over the air for the past 17 Yuletide seasons. Year by year this program gains in popularity and listener appeal.



## "And so They Were Married"

For particulars of these happy events, read the Passing Show.

- 1—Ruth Fryer, married at Young United Church to Rod Drysdale, May 16.
- 2—Nadia Fochak and Art Quinn signing the Register.
- 3—Jack Connors and Muriel McLean.
- 4—Emilie Shipel. The lucky man is Ben Hogg, son of Mrs. H. Hogg, Draperies.
- 5—E. Clarke and N. Danchuk. Eleanor was formerly with the Adjustment Bureau.



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# Welcome To Winnipeg!

## MR. JOHN A. WOLF

Joined the Company back in 1937 as a sales-clerk in the Furniture Department at Edmonton. In 1940 he was transferred to Draperies and three months later was appointed Head of Sales, Floor Coverings and Draperies. In 1942 he was made Sales Supervisor of our Jasper Store. In November of that year he enlisted in the R.C.A.F. returning in 1945 to Jasper. 1946 saw his appointment as Acting Manager Sales and Service of the Fur Department, Fur Storage and Repairs, Edmonton, and in November 1946 he became Manager of this department.

Mr. Wolf came to Winnipeg in 1948 as Manager of the Buying Office, and in 1949 was appointed Assistant Manager of Bay Basement. With this varied experience as a background we are sure Mr. Wolf will be a valuable asset to the Winnipeg staff. The Bayonet extends sincere wishes for continued success to this pleasant new-comer.



J. A. Wolf  
Asst. Merchandise Manager, Basement

## ANDREW BASSETT-SPEIRS

Has been with the store since April 9th this year as Manager of the Flower Shop. Before coming to Winnipeg he served 5 years with the R.C.A.F. He brings to the store outstanding skill in floral designing which he learned with the Campbell Florists of Montreal. Welcome Mr. Bassett-Speirs, we hope you will succeed in your new position.



A. Bassett-Speirs  
Manager Flower Shop

# Ten Recently Announced Appointments

Wolf, J. A.	Manager, Winnipeg Buying Office	Assistant Mgr. Basement Div.
Bassett-Speirs, A		Department Manager Flower Shop
Hall, Miss M. R.		Nurse, Health Bureau
Greenwood, J.		Internal Auditor
MacGregor, J. D.	A.D.M. Staples	Transferred to Calgary Store
Jones, I. L.	H.S. Dress Goods and Silks	A.D.M. Dress Goods & Silks, & Patterns
Nash, D. A.	H.S. Higher Priced Coats & Suits	A.D.M. Higher Priced Coats & Suits
Clawson, J. A.	H.S. Basement Staples	A.D.M. Basement Staples
Smith, J. G.	Clerical, Mdse. Office	Merchandise Office Assistant
Bridge, L. E.	Personnel Office	Employment Supervisor



# Parties And Presentations To Sports Winners



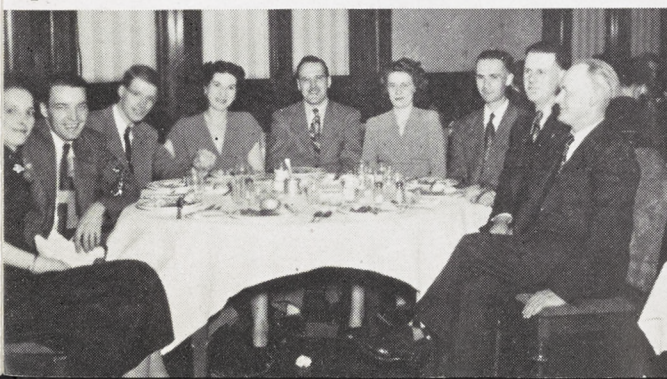
1—Curling Wind-up. Winners of Douglas Cup. Skip, W. Calder; 3rd, J. Alder; 2nd, Vic Pearce; Lead, H. Short, receiving the trophy from R. S. Carey.

2—The Art Johnston Cup winners. L. to R. H. Way, Mr. Johnston, D. Rathwell, T. Clancy, J. Newcombe, Skip.



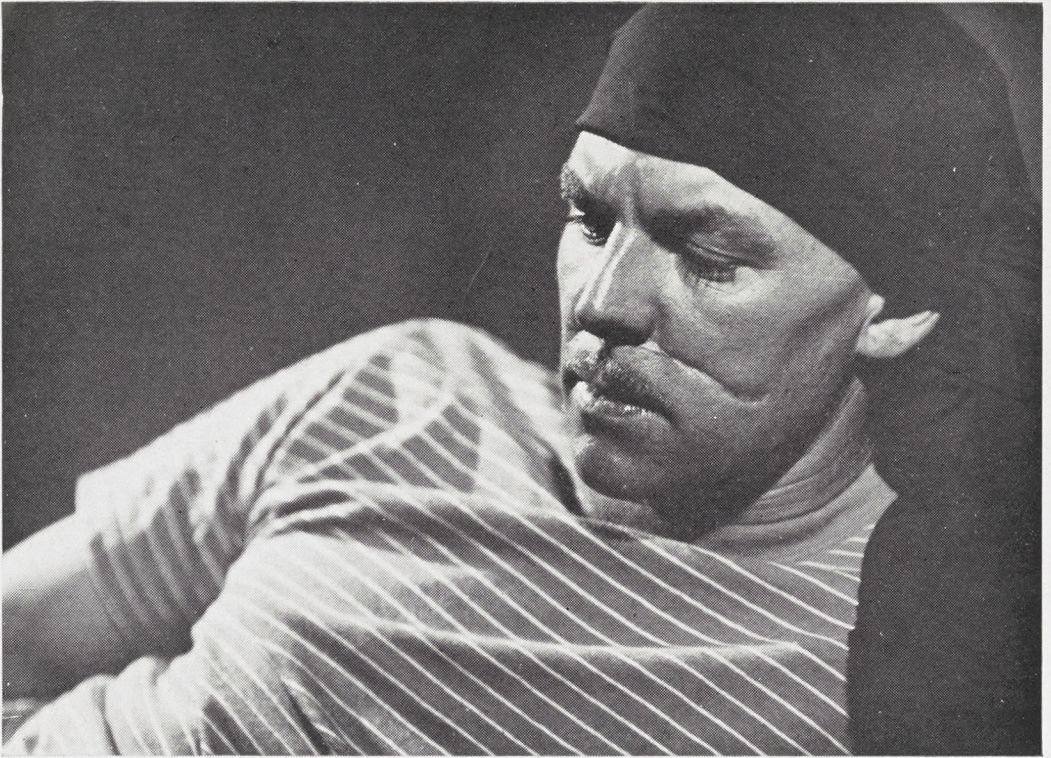
3—Below: Bowling Champs receive Beaver Trophy from Mr. Gilbert. Team, C. Walchuk, Capt., T. Daniels, D. Paterson, T. Beckstead and J. Allen.

4—At bottom: Group of bowlers at the Festive Board.



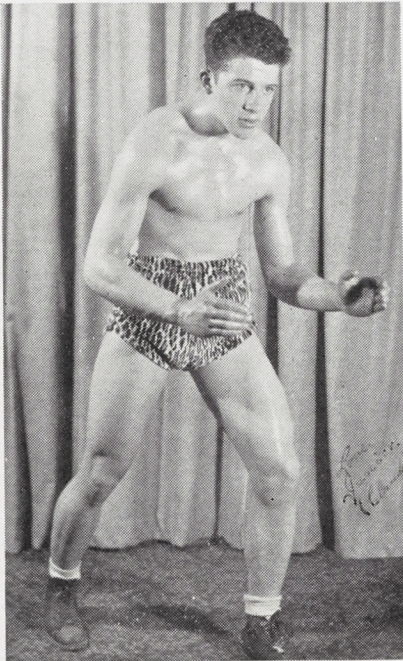
Della Stringer's birthday fell on bowling wind-up night. Here's the cake and the happy gang who surprised Della with it.





## THE PIRATE A Study in Lighting by Paul Hunter

For the first time, a Winnipeg photographer won the Kennedy trophy, the highest award in Canada for the best professional portrait. Paul Hunter's "Pirate" won the competition sponsored by the Ontario Society of Photographers. At present the portrait is on display in Simpson's window in Toronto but soon will be shown here in the Hudson's Bay company where Mr. Hunter is in charge of the photographic department. Congratulations Paul.



### J. CLAUDE GAGNON

of our Carpenter Shop is pictured at left, an up and coming wrestler. He competes under the name of "Curly the Tiger" and although he missed the welterweight championship of Manitoba last year, he is hoping to win it in 1949. Good luck to you Claude.

### SALARIES OFFICE

On May 25th the girls in the Wages Office, together with many of their friends in the Store, held a luncheon for **Miss Jean Meech**, who has left for Saskatoon. She was presented with a gift by Mr. Funk, on behalf of those present along with many good wishes for her future success.



# *In the Realm of Sport*

## BEAVER GOLF CLUB

A well attended meeting of Golfers was held in the Staff Lounge early in April to elect officers and lay plans for the coming season.

Here is the slate of officers who will guide the Beaver Golf Club in 1949: President—**W. Hicks**; Vice-President (Men's Section)—**J. Neufeld**; Vice-President (Women's Section)—**Mrs. A. Sharman**; Secretary-Treasurer—**M. Binnions**. These members were authorized to add to their number working committees on Handicaps, Competitions, Membership, Transportation, etc. The season's fee was set at 1.50 per member.

## MEN'S FIELD DAY

The sporty Pine Ridge Golf Course was invaded on Wednesday, May 25th, by about 36 of the store's men players . . . competing in the first round of the Benjamin Cup Tourney. The day was ideal, more so than some of the golf on view; but all reported having a wonderful outing. Leading score in the medal play for the Benjamin Cup was **Frank Spiller's** 82. Next came **W. Hicks**, last year's winner, with 86. **K. Palmer** 88, **T. Reith** 91, **D. Rathwell** 94, **W. Allen** 98, **T. Parker** 99. From there the scores soared over the 100 to a magnificent 146 by one honest arithmetician. The big Nett Prize went to **J. Neufeld** for a score of 75. (105 less 30). Others winning nett prizes were **F. Hay**, **W. Stainton**, **R. Castling**, **J. Sewell**, **D. Forsyth**, **A. Dack**. Further prizes were given for hidden holes and high scores so that eventually almost every participant went home with some memento of his skill . . . or lack of skill.

## MEN'S BEAVER CUP GOLF

The draw for the Annual Beaver Cup Competition was made June 1st when 5 groups of 16 were formed. This competition is one of the Store's oldest and most popular sports events. Three cups are at stake, the **Beaver Cup**, the **G. F. Klein Cup** and the **A. J. Gilbert Cup**. Every player is given a fair handicap and a chance to win the honours. Please check the draw and arrange your games soon!

## SANDY HOOK MIXED GOLF FOURSOME COMPETITION

After being rained-out in May this popular golf event came off on June 18th. Approximately 40 ardent men and female players took off for Sandy Hook via bus and report having a wonderful outing . . . nine holes of golf, a grand dinner, swimming, then dancing until a late hour.

Here are the prize winners:

**Low Score**—Leone Young and Don McNichol.

**High Score** — Ron Williams and Mary Harris.

**Low Hidden Holes**—Jack Stone, Muriel Lee, Austin Wood, Jessie Krynski, Bob Napier, B. Paterson.

**High Hidden Holes**—G. Gregg, L. Ewart, C. Walchuk, E. Cougnon, J. Dempsey, M. Birt.

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## "CURLY" CALDER

Bill Calder seems to have inherited a new nickname, for in lawn bowling circles he is named "Curly" Calder.

A recent news item in the local press reports that Bill "Curly" Calder is leading his group with 4 wins and no losses. The item also reports that Bill's father, mother and sister were visitors to Winnipeg having flown over from Scotland. Mr. Calder Snr. is a champion lawn bowler in his homeland, so Bill evidently inherits his keen hand and eye from Dad. By the way Bill is Vice-President of the Norwood Bowling Club.

## GOLF PRESIDENT WEDS

Bill Hicks, popular president of the Store's Golf Club was united in marriage to Miss Nellie Williams on May 26th. Their honeymoon was spent in Vancouver. Mr. Hicks informs us that the new Mrs. Hicks is also a golfer, a member of the Assiniboine Club, Bill's home course. We hope that their married life will be made up of smooth and happy fairways.



# The Passing Show

About people you know . . . their Coming and Goings, Parties and Play, Diamonds and Rings, . . . staff interests in and out of the store.

## 5th FLOOR

### TRAFFIC NEWS FLASHES

Our congratulations and best wishes are sent to **Miss Dorothy Smith** who left to become the bride of Mr. Carl Pontifex, on June 4th. A bedspread and a pair of Irish pillow cases were given the happy pair from traffic fellow workers.

Another diamond to report, this time the lucky girl is **Miss Lorraine Boak**, who received her diamond from Mr. Allan Smeall on April 16th. Best of Luck to you both, Lorraine and Allan.

We are happy to see **Mr. Frank Liebrecht** back again after his recent emergency appendix operation.

We extend a hearty welcome to two new members of our staff, **Miss Claire Holt** and **Miss Shirley McTaggart**. We hope your stay will be long and enjoyable!

**Mamie Shea**, who took holidays early this year has everyone envious of her beautiful tan. Could it be more sunny in the places she visited, such cities as Minneapolis, Seattle, Victoria and Vancouver?

### CREDIT OFFICE

On May 17th the Credit Office held a grand bowling party at the Coronation Alleys and enjoyed refreshments at **Mr. Ed Argue's** home. The affair killed two birds with one stone when a presentation was made to **Jackie Tanner** whose wedding took place Saturday June 4th. She really was surprised and thrilled.

**Lorraine Benoit** vacationed in Montreal and Quebec City and reported having a marvellous time.

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## CASH OFFICE

A dinner was held at the "Homestead" on May 27th in honour of **Dorothy De Graff** whose marriage to Mr. Harold Ford was an event of June 25th. Thirteen girls from the office attended the dinner and subscribed to a gift of flowers and bed linen for the guest of honour. Every happiness, Dorothy!

Welcome and best wishes to newcomers **Bonnie Hammil** and **Vi Britton**, the latter formerly with Cashiers and Wrappers. By the way, congratulations are in order for Vi who received a sparkling diamond in June.

## 4th FLOOR

### DRAPERY WORK ROOM

Congratulations and all good wishes to **Miss L. Boychuck** who will become the bride of L.A.C. Relf at Regina on July 23rd.

### SURPRISE

**Gordon Wagner** has done it at last; he is engaged to **Miss Thelma Daniels**. The workroom girls presented him with a corsage which he proudly wore, on his rounds to customer's homes. Our best wishes for a happy wedded life Thelma and Gordon!

**Mrs. C. Norton** and **Muriel Shearer** are holidaying together at the coast. We all hope they enjoy every minute.

Glad to see **Charlie Pitt** back in the workroom after his accident. Better watch your step next time Charlie!

### DEPARTMENT 274

We welcome **Mrs. V. Bradford** (former demonstrator) and **Mr. Leckie**, from the Drugs, as new members of Housewares. We hope you enjoy your work up on the 4th!





*The Drapery "Happy Gang".*

## DRAPERY WORKROOM PICNIC

Drapery workroom employees held their annual picnic at Assiniboine Park, May 25th. Everyone had a grand time, playing baseball and running races, the refreshments were of course enjoyed by all.

Three legged race was won by **Jack Placentine** and **Kay McKee**.

Boobie prizes went to **Mrs. C. Pitt** and **Cliff Ward**.

Mixed race was won by **Mary Yalowski** and **Jack Placentine**.

The wheelbarrow race winners were **Lil Ostraski** and **Cliff Ward**.

## 3rd FLOOR

### DRESSES

A sincere welcome to **Miss Meada Holland**, a very charming addition to the dress department. This gal has personality plus.

**Miss Kay Carberry** is also a new member of the Dress Department. Kay has worked in the store many years—previously with the Basement Lingerie and Corset Department. Our best wishes, Kay!

### WORKROOM

We are all pleased to see **Mrs. Wartman** back to work again after being absent due to illness for many weeks. We hope you keep on improving and will soon be better than ever!

We welcome a new member of our staff, **Miss A. Froese** and hope she will enjoy working with us.

## BEAUTY SALON

Among the many changes on the Third Floor is the new and improved position of our Reception Desk. We like it . . . for it enables the receptionist to give better service to our customers.

Recent visitors to the Department who brought us new ideas on hair-styling and beauty tips were **Mr. Austern** from New York and **Miss Jean Wilson**, Ogilvie Sisters representative.

The Sandy Hook, Mixed Golf Foursome play on June 11th was a most pleasant outing enjoyed by several of our Beauty Salon golfing girls.

## FURS

Sorry to report two accidents to members of the Fur Department in June. **Miss Janie Turner** sprained her knee and **Miss M. Muir** her ankle. We hope both girls are back and fully mended by the time this appears.

Our deep sympathy is extended to **Miss Ida Swanson** in the loss of her mother early in March . . . and to **Mr. and Mrs. F. C. Bird** on the death of their infant son.

## MILLINERY



*Mr. and Mrs. Wilf Brown (nee Rose Coyne)*

Prior to her wedding in June, the girls of departments 100 and 740 held a shower in honour of **Rose Coyne**. The affair took place at the home of **Mrs. Waredale** and Rose was presented with a pair of Petit Point pictures. **Miss Chapman** on behalf of the girls, extended wishes for a happy wedded life.





*Flo Betke of Personal Shopping leaving Westminster Church after her marriage to W. F. Smigel on May 14th. All good wishes Flo!*

## GOWN SHOP

We wonder what the big attraction is in Texas? the Wild and Woolly West seems to call **Eileen Shaw**, who went holidaying there this summer. This isn't her first trip either. Must be men in them thar hills!

**Miss Dorothy Oliver** is a new member of the Gown Shop staff. We hope you will enjoy working with us Dorothy!

## SPORTSWEAR

The time, May 18th, The Place, Regent Park Church, St. Vital. The girl, **Bess Murdock**, who was married to Norman C. Hill of Calgary. It was a pretty wedding, the bride in white and our **Kathryn Albertson** the soloist. We are told to look for plenty of touchdowns from Norm next fall. He stars on the Calgary Stampeders, Canada's Rugby Football Champions.

Bess was "showered" at the home of **Miss Kay Albertson**, with many lovely gifts. We had fun and lots of good things to eat. Altogether a very pleasant evening.

**Miss Theo Milner** B.Sc. (H.Ec.) a recent graduate of Manitoba University is now on our staff. Theo is a very clever young lady, who majored in Textiles and Clothing. We predict a bright future for this happy looking gal who seems very pleased to be in the Sportswear Department.

We also congratulate **Miss Jean Enderley** B.Sc. (H.Ec.) on her recent graduation.

The many friends of **Mrs. Rose Unrau**, nee **Rose Gibbons**, who worked in Ladies' Neckwear on the Main Floor will be sorry to hear that "Gubby" is now a patient in King Edward Hospital. We are sure she would love to hear from all her friends in the store. Good luck "Gubby", we all wish you a speedy recovery.

## 2nd FLOOR

## BOOK DEPARTMENT

Welcome to **Katherine Bees**, formerly of the pen counter, who had joined our staff.

Also to **Ellen White** who will be with us until she resumes her university studies.

A farewell party was held April 1st at the home of **Audrey Lancaster** in honour of **Miss I. Parker** who has returned home to Nottingham, England. Miss Parker was presented with a gift as a memento of her Canadian Days.

## ADJUSTMENT BUREAU

St. Vladimir and Olga church was the scene of a pretty wedding April 30th when **Eleanor Clark** was united in marriage to Nestor Danchuk. Matron of honour was **Barbara Macconnell**. Our best wishes Eleanor!

## CHILDREN'S WEAR

**Ina Thompson** has left for a holiday in Scotland this summer and before her departure, she was the recipient of a gift and well-wishes from her co-workers. The affair took place at **Mrs. A. Stephen's** home and **Mrs. Hayes** did the honours on behalf of the department.



## MAIN FLOOR

### CAPSULES FROM THE DRUGS

The whole Drug Dept. was sorry to say farewell to **Jack Swanson**, our popular Head of Sales, when he left the store on April 30th. A presentation was made to Jack on the eve of his departure, and our best wishes for success in his new position go along with him.

Orange blossoms this spring for two of our young ladies. On April 30 **Lorraine Heselwood** was married to **John Comack**, and on June 4th **Frances Shewchuk** became **Mrs. Bill Markiw**. May both couples have a long and happy future together!

It's a girl at the home of **Mr. and Mrs. Hammill**. On Friday, May 13th, Janet Elaine arrived to remove the jinx from that fateful day. That makes two daughters for the Hammills.

We are sorry to report that **Peggy Larson** has been hospitalized for a rather serious operation. The latest news is that Peggy is progressing favorably and is due home any day. We hope to see her soon back at work and in the best of health.

### RECEIVING AND MARKING ROOMS

Congratulations to **Alexandra Kraychuk**. That's a really lovely diamond you received from **Walter Zub**!

A hearty welcome to **Olive Shumlak** and **Darlene Parnes** on being taken on the permanent staff.

#### MYRA WINN

This cute snap arrived just too late for our Annual Baby Issue in March.

**Bob Winn** of the Basement Marking Room is very proud of his 15-month-old daughter **Myra**. And no wonder when you see how active she is at such an early age.



### STATIONERY

We welcome **Muriel Cote** to our staff and hope her stay with us will be a pleasant one.

**Mrs. Cobert Furness**, nee **Catherine Bees**, has left us. Our loss is the Book Department's gain. Good luck to you **Catherine**, in your new job!

### NOTIONS

Two more of our girls have been added to the list of ineligible. **Miss D. Ferguson** became **Mrs. E. Gordon** on April 11th, and **Miss N. Bodnaichuck** became the bride of **Mr. E. Dershiko**, June 11th. Our sincere good wishes to both happy brides!

### NECKWEAR

After work on May 23rd, the girls of Neckwear spent a happy evening at the home of **Mrs. E. Fast**. They enjoyed games, with prizes going to the winners and finished a memorable party around a well stocked refreshment table.

### DEPARTMENT 60

We were sorry to bid goodbye to **Tom Ryles**, who left the Company May 7th, to take a position in Brandon, his home town. Good luck **Tom**!

A hearty welcome is extended to **Mr. Bill Allen** who is the new Assistant Manager in Jewellery.

To the new members of the department, **Miss Helen Demeryhen** and **Miss Parker** we say hello and hope your stay with us will be a long and happy one.

### MEN'S CLOTHING

It was good to have **Pete Summers** back with us again after his long illness. Welcome **Pete** and best wishes for continued good health from all the boys!

Weddings bells will soon ring merrily. Yes, just a little advance notice to let you know that **Earl Pollard**, our assistant manager will be married on early August!

Welcome to our department office **Marion Dawson**! Hope you like it in Men's Clothing . . . it's nice meeting you!





### WILLIAM CHRISTENSON

Bill Christenson's happy laugh and general cheeriness will be missed by his fellow workers. Mr. Christenson passed away at the early age of 46 on May 23rd after serving the store efficiently and faithfully in the delivery for almost 24 years.

The Bayonet offers sincere condolences to Mr. Christenson's wife, Bridie, of our Calendar Room.



### NURSE A. ANDREW

A dear friend to many of the store's employees, Nurse Andrew, passed away Wednesday, May 27th, in Deer Lodge Hospital.

Miss Andrew retired from the store in 1945 after serving as nurse in the Staff Hospital since 1926.

During the first world war she was overseas with the Canadian Army Nursing Service from 1915 to 1919. In recognition of distinguished war service she was decorated with the Royal Red Cross.

Nurse Andrew's natural kindness will long be remembered by many fellow workers.

## PERSONNEL NEWS

There have been so many changes in the Personnel Division that we thought we had better give you the low down.

**Barb Kirk**, Staff Records, left us to join the Fur Trade Department. We hope she will be very happy and know she will be doing a grand job.

**Emilie Shipel**, Employment Office, took off and married Ben Hogg, son of Mrs. Harriet Hogg of the Draperies, on June 1st. We wish them all the happiness possible.

We welcome **Pat Neill** who came to us from the Sales Record; **Elsie Coughon**, who was transferred from the Unit Control; and **Mary Jeanes** who is a brand new member of the HBC.

## TRAINING DIVISION

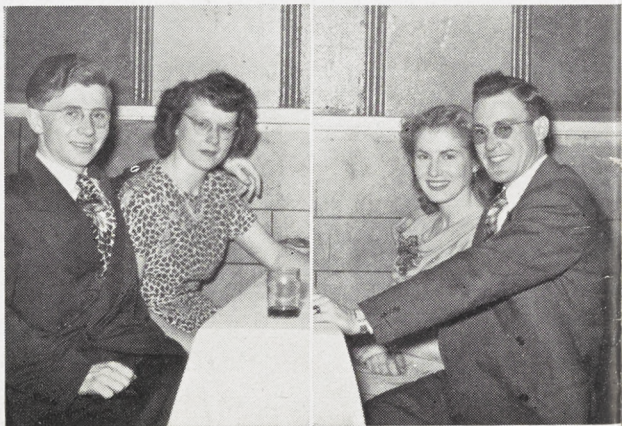
**Nadia Fochak**, supervisor of Staff Training made a very charming bride on April 14th when she exchanged marriage vows with Mr. Art Quinn at Holy Trinity Church. They spent an enjoyable honeymoon in Minneapolis and have returned to reside in Winnipeg. Our best wishes, Nadia and Art for many years of happiness!

## HEALTH BUREAU

Wedding bells rang out for **Ruth Fryer** on May 16th, when she became the bride of Rod Drysdale, at Young United Church. They left for Kingston, Ontario but will be back in the Fall. Best wishes Ruth and Rod.

We extend a welcome to our new nurse, **Margaret Hall**, who is taking Ruth's place.

Below we have a picture of **Pat Neill**, Employment Office, at the Casino, with **Lillian Ewart**, Advertising, **Murray Binions**, Major Appliances and **Tom Patrick**.







### JOLLY CANUCK GIRLS AT FAREWELL PARTY TO PAULINE SPIVAK

On Thursday, May 26th, the girls of the Jolly Canuck were entertained at dinner in the "Blackstone", the gathering being a farewell party for **Miss Pauline Spivak** who left the store to take a position at Lake Louise. The honour-guest was presented with a camera from her co-workers. Au revoir and good luck Pauline!

*Back row, left to right—Mrs. Potter, Mrs. Bochen, Mrs. French, Mrs. Johnson, Miss Bey, Mrs. McFadyen, Mrs. Morrison, Mrs. Bowers.*

*Front Row—Mrs. Johnson, Miss Young, Miss Chamberlain, Miss Spivak, Mrs. High, Mrs. Gill, Mrs. Hall, Miss Fletcher.*

### SUB BASEMENT NEWS

We are happy to report that Charlie Ogg is coming along nicely after his operation. We hope to see him back shortly.

We said good-bye and good luck to **Hughie Armson** last month, when he left to take another job.

Anyone wishing to rent a House trailer at Kenora Tourist Park, should contact Clarence Walchuk, Local 56. The trailer sleeps four.

At right is **Clarence Walchuk**, Electrician and **Alex Mills**, Furniture Stock Room, with their catch — taken at the North East of Lac du Bonnet. Quite a string, we'd say!



### NEWS FROM "ELEVATORS"

Farewell and good luck to **Bernice Zoboski**, **Elsie Deneweth** and **Ethel Marks**. Bernice has been transferred to the Records, Elsie to the Telephones and Ethel to Basement Hosiery. Hope you enjoy your new jobs girls.

A hearty welcome to **Hazel Weedmark**, the new addition to our staff. We trust your stay will be a long and enjoyable one.

### MRS. FRED PARKER

The deep and sincere sympathy of all the staff is extended to popular **Fred Parker** whose wife passed away suddenly on June 16th. Mrs. Parker was well known to many employees who will remember her with affection for her kindly nature. Fred has the longest service record in the store, 42 years. We trust he will bear the loss of his life partner with courage and continue to serve in his old reliable manner.





*Contrast in speed over 75 years . . . 3 m.p.h. Ox Cart and 300 m.p.h. Jet Planes that flew over the parade.*



**YESTERDAY AND TODAY. THE STORE'S TWO WINNING FLOATS IN WINNIPEG'S DIAMOND JUBILEE PARADE.**